New Media Strategy Map Worksheet*

Use this form to help you think through your organization's New Media strategy, by focusing on: **1) Target Audience(s), 2) Objective(s), 3) Integration, 4) Culture Change, 5) Capacity, 6) Tools & Tactics, 7) Measurement, & 8) Experiment.**

1. Target Audience(s)

☐ *Who do you want to reach with your new media efforts to meet your objective?*

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_____
_____
_____
_____

☐ *What does your target audience know or believe about your organization?*

_____
_____
_____
_____
_____
_____

☐ *What key points do you want to make with your audience?*

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_____
_____
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_____
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_____

☐ *What new media tools are they currently using? Describe based on direct observation, primary research, or secondary research.*

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_____
_____
_____
_____
_____

☐ *What additional research do you need to do to learn about your target audience's online social behavior?*

_____
_____
_____
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_____
_____

2. Objective(s)

☐ *What do you want to accomplish with new media?*

_____
_____
_____
_____
_____
_____
_____
_____

☐ *Restate your objective(s) in "SMART" terms – **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**ime-based.*

_____
_____
_____
_____
_____
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_____
_____

☐ *Describe how your new media objective supports or links to a goal in your organization's mission and/or communications plan (if applicable).*

_____
_____
_____
_____
_____

3. Integration

☐ *How will your new media strategy support and enhance your existing Internet strategy (if you have one)?*

Internet Strategy Component	How New Media Strategy Supports
Email	
Web Site	
Search Engine Advertising	
Other: _____	

4. Culture Change

☐ *How will you get your organization to embrace your new media strategy?*
_____
_____
_____
_____
_____

☐ *Can you think of any internal champions to drive it forward?*
_____
_____
_____

☐ *How will you address any fears or concerns?*
_____
_____
_____
_____
_____

☐ *What is the rate of change your organization can tolerate?*
_____
_____
_____
_____
_____

5. Capacity

☐ *Who will implement your organization's new media strategy?*

_____
_____
_____
_____
_____

☐ *Can you allocate a minimum of five hours per week to your strategy?*

_____
_____
_____
_____
_____

☐ *Do you need any outside expertise to help implement your strategy?*

_____
_____
_____
_____
_____

☐ *Will your content updates depend on any other resource or person?*

_____
_____
_____
_____
_____

6. Tools and Tactics

☐ *What tactics and tools best support your objectives and match your targeted audience?*

_____
_____
_____
_____

☐ *What tactics and tools do you have the capacity to implement?*

_____
_____
_____
_____

7. Measurement

☐ *What hard data points or metrics will you use to track your objectives? How often will you track? Do you have the systems and tools set up to track efficiently?*

Measurable Objective	Before	During	After

☐ *What qualitative data will you take into consideration to generate insights or help you improve your new media strategy?*

_____
_____
_____
_____
_____

8.   Experiment

☐ *What small piece can you implement first as a pilot?*

_____
_____
_____
_____
_____

☐ *Use the following table for analysis after you implement. Don't focus so much on numbers but rather on insights.*

Before	After
☐ What did you plan to do? ☐ What did you think would be the result?	☐ What actually happened? ☐ How could your results have been improved? ☐ What did your audience think? ☐ What will you do differently in the next iteration?